To: 1600 - Buffalo Region (BRZEZIE)
DDA:MSMAIL=RJRWS/RJRPO4/BOMGARD; O=RJREM; P=WSX400; A=RJR; C=US
From: Cook, Bruce A.
Posted: 3/8/96 6:32
Opened: 3/8/96 6:32
Subject: B1G1F Case Code Help Needed

To: Denny Bomgardner
From: Bruce Cook

The attachment addresses the case code issue that we discussed late last year and a couple of instances since. I hope that the letter attached addresses the concern appropriately.

Please let me know if more information is needed.

Thanks
Bruce



Source: https://www.industrydocuments.ucsf.edu/docs/jmpm0000

# R.J. REYNOLDS

Tobacco Company

**BRUCE A. COOK**
Key Account Manager

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Ext. 42496

March 8, 1996

Mr. Dennis L. Bomgardner
R.J.Reynolds Tobacco Co.
Winston-Salem,N.C. 27102

Dear Denny:

Yesterday, I visited with Dan Bracy,buyer at P & C Food Markets, and once again asked him for the details for listing a new item in their warehouse. In particular, I was interested in the procedures necessary to relist a B1G1F order. To date, B1G1F Product has had different case codes for each promotion that RJR initiates. Because of the case UPC code changes, several procedures for entering a new brand, as well as slotting must take place, and requires much time and expense for a direct chain account. The following is a brief recap of what Dan Bracy told me that it takes to list the same brand styles.

1.) Twelve screens of information must be entered for each brand style of B1G1F product after I have filled out a new item form for each style, and after it is approved by a buying committee.
2.) Once this process is completed, the paper work is sent to their tax department, and all taxing information for each state serviced must be entered for each brand style.
3.) Once this process is completed, the paper work is then forwarded to their retail pricing department and retail pricing must be entered for each item, as well as for each price zone, for the three corporate chains that they service, and the independent businesses that they service.
4.) The process is then taken to the warehouse personnel, who then must process new slotting codes, and set up new slots in the warehouse as well.

There are additional procedures that must be handled for any shippers that need to be linked to the product, but regardless of what B1G1F is shipped to the warehouse, the procedures for handling the shipper information would need to be done to execute the promotion.

The real problem that you and I have discussed is the changing of the case code on B1G1F product. If the same case code could be used, the 4 steps listed above could be avoided. These steps can create a multiple week backup, just in processing. If the case code could remain the same, the accounts would keep our B1G1F product in their systems, and simply handle new promotions requiring B1G1F product as a reorder.

A number of years ago, our company recognized a similiar problem with the setting up of different UPC scans on our 2 and 3 pack promotions that were inside the shipper. Today we have a common 2 and 3 pack UPC for both full price and savings promotions, which helps to eliminate the paper work that chains would need to execute every time we had a new monthly promotion.

I and all my associates with direct chain responsibilites would appreciate any help that can be mustered up to address the time consuming administrative processes that could be rectified with a Universal Case Code for our B1G1F brand styles.

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If there are any questions that need to be addressed regarding this matter, please contact me.

In advance, I appreciate your concern, and willingness to investigate this matter. I'm sorry its taken me so long to retrieve this information, but look forward to any comments that you may have regarding this matter.

Thank you.

Sincerely,

*Bruce A. Cook*

cc: Mr. R. C.Farmer

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